



## PRESS RELEASE

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### APEX COVANTAGE SEMINAR AT LONDON BOOK FAIR PROVES A HUGE SUCCESS

#### ***Online Books: Taking Control of Your Digital Assets***

**HERNDON, VA – March 15, 2006** - Apex CoVantage, a leading knowledge process outsourcing company, recently hosted a seminar at [London Book Fair](#) titled *Online Books: Taking Control of Your Digital Assets*. The seminar, held on Tuesday, March 7, was presented to a standing room only crowd.

Attendees were given insight into content strategies that major publishers have developed in response to the threat of losing control of their published content through massive digitization projects. Speakers shared how they turned the threat into an opportunity by listening to their customers and packaging and selling their content in ways that uniquely meet customer needs. The seminar was moderated by Mr. Bill Kasdorf, Vice President of Apex Publishing, LLC and featured presentations from Dr. David Hart of Liberty Fund, Inc., Mr. Tony Sloggett of Greenwood Publishing and Mr. Ken Breen of Thomson Gale.

Mr. Bill Kasdorf of Apex Publishing, LLC was previously owner and president of Impressions Book and Journal Services and past President of the Society for Scholarly Publishing. Bill is a frequent speaker and seminar leader for SSP, STM, CSE, AAP and AAUP.

Dr. David Hart is Director of the Online Library of Liberty (OLL) Project at Liberty Fund, Inc. The National Endowment for the Humanities recently selected the OLL as one of the best online resources for education in the humanities. Apex CoVantage played a key role in the OLL project by converting over 500 titles to XML & HTML for the OLL web site.

Mr. Tony Sloggett is Managing Director for Greenwood Publishing. He is responsible for all of Greenwood's sales and marketing outside the USA.

Mr. Ken Breen is Director of Strategic Planning and Alliances for Thomson Gale. In this role he manages Thomson Gale's strategic planning process, associated market research and business tracking and reporting.

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#### **About Apex CoVantage**

Apex CoVantage ([www.apexcovantage.com](http://www.apexcovantage.com)) is an American provider of Global Process Outsourcing (GPO) services. We opened our first GPO service center in 1988 and subsequently pioneered the market for offshore services. Today, we provide contact center, engineering, e-publishing and print solutions, as well as professional KnowledgeSolutions<sup>SM</sup>, from a global network of service centers. Our clients include many of the largest, fastest growing and most admired companies in the United States, Europe and Australasia. In every industry and every service area, these clients are reaching the next level of service performance in partnership with Apex CoVantage.